

können. Nur auf diesem Weg kann er zu einer angemessenen kognitiven und emotionalen Haltung beiden Kulturen gegenüber gelangen.

Es ist zu berücksichtigen, dass der Vergleich als Mittel der Erkenntnisgewinnung im Unterricht jedoch nur exemplarisch erfolgen kann. Vergleichen in diesem Sinne geht über eine formale Beherrschung der Fremdsprache hinaus. Es erfordert Sensibilität, Lernbereitschaft und Wissen über die eigene Kultur. Es genügt deshalb nicht, Informationen an den Studenten heranzutragen; der Fremdsprachenunterricht sollte vielmehr auf entdeckendes Lernen ausgerichtet werden, bei dem der Student die psychologischen Mechanismen, die beim Kontakt mit dem Fremden wirken, auch selbst herausfindet und mit anderen diskutiert. Dazu ist es notwendig, dass der Student Strategien erwirbt, mit dem Fremden umzugehen und es zu entschlüsseln.

Die Studenten sollen dabei Teile ihrer eigenen Identität im anderen wiedererkennen. Sie sollen merken, dass Bedeutungen durch gesellschaftliche Normen gegeben werden und dass diese auch innerhalb kulturell und sozial homogener Gruppen individuell sich stark unterscheiden können.

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## **METHODS OF A COGNITIVE STUDY OF PLACE NAMES**

Most previous studies of toponymic systems and their selected fields represent «catalogues» of motivational stems of names, as well as ways and means of naming. A set of formants and the types of onyms-phrases are provided in these studies, and a semantic analysis is only a means to facilitate their identification. All language-oriented methods applied to proper names (descriptive, comparative-historical, comparative-typological, areal) aim at detecting the formal peculiarities of names. These methods let us only establish the ontological features of onymic systems and the directory of resources used in language to implement the function of an exact reference because of prevailing interest to the form of names.

The methods and techniques of a private onomastic study contribute to overcoming the difficulties associated with the specifics of material. At the stage of primary processing of the material, linguistic attribution of onomastic material, its textual analysis, inventory and classification are of crucial importance.

The need to determine the linguistic identity of names is due to the fact that the areas of distribution of place names and modern language boundaries

do not coincide. Historical events, the changing of ethnic groups living in the studied area, where deposited in language comprise its linguistic substrate – a layer that can be explained only when referring to the data from the languages of peoples living there or neighboring them.

Referring to maps, gazetteers and political division references, lists of names are necessary to detect appellative and onymic stems used as a motivation for a new onym. There are intermediate links between a primary appellative and a proper name rather often, e.g. other proper names. In this case, the origin of the analyzed name should be defined on the basis of a lexical unit which was its derivational basis.

The stock-taking of onomastic material makes it possible to identify the distribution of names into private semantic fields, i.e. to organize material systematically with its hierarchy, subordination, and to consider its correlation with different objects of reality.

Private onomastic techniques are based on the principles of the structural study of proper names. They are able to determine the place of a toponym among other signs of a language system. However, this is not enough for a modern idea about language as the implementer of a wider «conceptual system of a language bearer as a medium of his opinions and knowledge about the world» [3, p. 12]. Applying to the structures of consciousness, the creation of which precedes the appearance of a word, makes onomasticians bring the methods of semantic reconstruction, cognitive (introspection) and onomasiological analyses, and referring of data from other sciences to the forefront of research. E. L. Berezovich is right in saying that onomastics realized the impossibility of studying «spiritual culture in the same way as material one» [1, p. 10].

The cognitive aspect of research dictates a modification of the study of the meaningful part of language units. In cognitive science and culturology semantics is considered as encyclopedic, which includes both semantic and pragmatic information.

In a culturological perspective, the conceptuality of a name is regarded by M. V. Golomidova as an aggregate amount of representations about the possibility of applying a proper name: linguistic and extralinguistic knowledge arising out of the use of an onomastic sign that emerged among the speakers of a given language [2, p. 20]. Although the problem with the elements of a concept is under development, it can be argued that a ready concept is the end result of semantic modeling.

A cognitive grammar assumes that the semantic meaning of an expression is inherent in not only intrinsic properties of an object or a situation it describes, but also necessarily includes the way we prefer to think about this object. A concept in such a way is equivalent to a cognitive pattern

well-established so that it can be derived as an integral whole. A pattern (or model / figurative scheme) embodies a conventional imagery and is used automatically by the subject. As a result of this conceptualization envelops the names of objects just in the time of their appearance and dictates the rules of applying symbolic resources in naming new objects. Following a cognitive grammar, we mean the image or figurative scheme, not a sensuous image (concept), but the ability to differently structure and interpret the content of the same cognitive area, the ability to differently format the cognitive content. In order to identify cognitive patterns linguistic peculiarities of place names are compared with the peculiarities of a denotata (individual water bodies are considered here), and the functions of these signs in the language system.

The concept reflects a holistic image of an object formed in any language. Let us note the idea of «an onomasiological structure of a word» as «a basic syntagmatic act» [4, p. 23] in making the units of language, the logic of a human's mind moving from old to new information about the world, and the process of making the meaningful part of a name. An onomasiological basis serves as a base of designation indexing the categorical properties of a new lexical unit while an onomasiological attribute specifies and differentiates it among the members of homogeneous categories. This level of research is based on the categorical characteristics of the basis and the attribute. In case both components are represented in one word, «the structure of a name is determined by synonymous comparing the analyzed onym with a free combination of words; since the majority of lexical items when they originated were preceded by descriptions» [5, p. 44].

The stages of the cognitive analysis of place names have to reconstruct the activities of its creator, and therefore should start with the old element (theme), i.e., with a classifying component. The type of object in question is determined at the first stage. The linguist searches for keywords-representatives designating this kind of objects in the names of a toponymic subsystem, i.e. the main means by which the object is manifested. They are usually the most frequent, well-known words with a rather abstract meaning. Abstractness of words depends on the ability to carry a few essential features and serve as a symbol of the kind of objects in the appellative (common) vocabulary. Their analysis will determine the range of reference of geographical appellatives that denote an object (e.g. *a lake*) in a language.

From the very beginning of research particularly close relations of place names with extralinguistic factors should be considered, especially with the other objects of the area under consideration. Therefore, one should identify all the geographical appellatives including those not designating lakes that make up the names of the studied subsystem.

The next stage of the work is defining a rhematic element of a name, searching for new traits of the studied object. The relations with extralinguistic reality surrounding the object are again to be taken into account: in addition to common names that can distinguish an object from the rest of the world, proper names of nearby objects are identified since they are also included in the processes of naming and derivation.

The stems of place names, identified in this operation, will determine the means, which turn the content of the name-giver's consciousness into a new sign. The presence of a materially expressed formant in the name of a subsystem of lake names lets us qualify this formant as a hydronymic proper one and the derivational basis of it as reflecting the properties of a lake. Lack of formants in a name means the need to access extralinguistic information and value aspects. With the system of place names which perform the function of exact benchmarks, to define the value aspects means to define the semantics of the two identical names, and to qualify one of them as a derivational basis, and another, as a derivative on this basis.

Consider that the content characteristics of the act of naming consists of determining categories which reflect the interaction of the categorical characteristics of the theme-rheme structure. Just as in the system of appellative vocabulary, onyms contain means that fix various meaningful shades of transition from the old to the new: amer. *Reiha Pond*, pond > *Reiha Pond*, lake; *McGregor*, name of a man > *McGregor Lake*, *Twin Lake* > *North Twin Lake*, *South Twin Lake*. The sequence of appearance of the differentiators is reflected both in the material and in the semantic structure of proper names, so it can be interpreted as stages. The specific filling with content depends on a spatial context.

The last level of research is onomatological. The ways and means of naming individual objects in a language that transfer a derivational basis into the subsystem of hydronymy in question are fixed here.

So, the way to study language units from meaning to form dictates the use of the methods of structural and cognitive linguistics. The emphasis is on a cognitively justified scheme of human activity, i.e., from old (a classifier) to new (differentiator) elements of a place name, and the definition of toponymic categories is based on the identification of types of relations existing between the categorical features of the two components. The nature of relations is described on the basis of the semantic features of a differentiator and a classifier. An onomatological level of research is revealed by fixing nominative means that transfer a derivational stem into a certain field (e.g., names of lakes). The ways and means of naming are determined through comparing the names of lakes with the words that form the basis for their derivation.

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## **СИНХРОНИЯ И ДИАХРОНИЯ В ИССЛЕДОВАНИЯХ МЕЖЪЯЗЫКОВОЙ ПАРОНИМИИ: РАЗЛИЧИЯ ПОЗНАВАТЕЛЬНЫХ ВОЗМОЖНОСТЕЙ**

1. Родство межъязыковых паронимов как предпосылка к их историческому анализу.

Межъязыковая паронимия представляет собой «случаи частичного морфологического сходства, обусловленного генетической общностью сопоставляемых языков или данных слов при семантическом различии последних» [1, с. 369]. Межъязыковые паронимы могут возникать вследствие заимствования слов из другого языка в одном или части его значений или самостоятельного развития семантических, прагматических и ономазиологических характеристик слов в другом языке. Генетическая общность межъязыковых паронимов становится ключевым основанием для их рассмотрения не только в настоящий момент, но и в ходе исторического развития. Таким образом, исследование межъязыковой паронимии может осуществляться с использованием как синхронического (описательного), так и диахронического (исторического) подходов, и каждый из них имеет различную направленность и приводит к различным результатам.

2. Проявления синхронии и диахронии в исследованиях межъязыковых паронимов.

Синхрония в исследовании межъязыковых паронимов проявляется в сопоставлении их семантико-прагматических характеристик в языках,